



COUNTY OF SAN LUIS OBISPO Department of Agriculture/Measurement Standards

2156 SIERRA WAY, SUITE A, SAN LUIS OBISPO, CALIFORNIA 93401-4556
ROBERT F. LILLEY (805) 781-5910
AGRICULTURAL COMMISSIONER/SEALER FAX: (805) 781-1035

AgCommSLO@co.slo.ca.us

Ag Tourism & Direct Marketing Work Group January 24, 2006 Meeting Minutes

Present:

-Alison Denlinger	-Dick Rogers	-Joy Barlogio	-Rachel Dumas
-Angela Thompson	-Doug Filipponi	-Karen Mansfield (Ag Task Force monitor)	-Roy Parsons
-Anne McMahon	-Duane Waddell	-Kim Pasciuto	-Sandra Wallace
-Charlie Whitney	-Elizabeth Rolph	-Lora Pankey Eade	-Steve Sinton
-Deanne Gonzales	-Holly Sletteland	-Mary Bianchi	-Karen Nall
-Debra Garrison	-Jamie Kirk	-MaryAnn Vasconcellos	-Michael Isensee
			-Brenda Ouwerkerk

Absent:

Colleen Childers (alternate Sandra Wallace attended)

Handouts:

1. Agenda
2. Existing Lodging standards (4-page)
3. November 2005 Shared vision & values
4. Proposal for Farm & ranch Marketing Ordinance from Central Coast AgTourism Council

Introduction of New Members

Steve Sinton, Rachel Dumas

Minutes Review

Approved without amendment. Copies were not available but were emailed to group on Jan 20, 2006.

Work Group Roster Review

Changes/updates were again made to the list. Updated list to be posted to web.

Ag Dept. Project Review (Michael)

A brief overview of the issues the County Ag Department considers when reviewing a development project proposal was given. Key factors that are considered include:

- On-site: soils, crop history and patterns, zoning, future potential, water resources, buffers for adjoining operations
- Off-site: agricultural operations, water resources,
- Policy and ordinance language

Definition

Latest definition from Jan 10: **A farming or ranching operation that directly markets products and experiences derived primarily from local agricultural operations and that supplements the agricultural use of the site.**

Two possible revisions suggested at meeting. Tabled for later discussion.

- 1) **A farm or ranch operation that directly markets its products and experiences. These practices should be supplemental to the primary agricultural use of the site.**
- 2) **An enterprise that directly markets products and experiences derived primarily from local farms and ranches and supplements the agricultural use of the site**

Vision & Shared Values (Brenda)

- A broad ranging discussion regarding the topic of tourism & agriculture was held. Issues that were brought up included:
- need to promote agtourism more
- need to move process forward
- one-size does not fit all -- many unique situations in the county (parcel size, circulation, neighbor issues, etc)
- scale is important
- a maximum (cap) is needed
- consider disturbances that extend beyond property
- traffic
- ag has to make \$\$
- need to reach consensus -- requires give and take by everyone
- rules to be enforceable
- enforcement by 'tattling' inconsistent
- lack of rules -- makes rules unclear for many operators
- focus --promote direct marketing for small producers without all the permits
- streamline for a size that has few or no impacts
- goal -- increase profitability for farmers

Consideration of old (Nov 30) shared vision/values list was made. The sense was that they did not clearly reflect values. Brenda unveiled a new list and some modifications were made, so that the current group values are:

- Preserve county agricultural land
- Preserve rural character of agricultural areas
- Develop regulations that are consistent & can be evenly enforced
- Permit activities that produce extra income but are compatible on agricultural & rural lands

There was not consensus on the meaning of rural character.

Discussion: Lodging-Bed & Breakfast – current ordinance (Karen)

- Broad discussion regarding lodging standards. The work group felt that lodging not in a residence (currently only allowed if associated with a visitor-serving use) should not be defined as a B&B but should be considered an Inn, with its own standards and definition.
- The discussion eventually focused on farm stays (state law regarding agricultural homestays)
- Overview of state law and what it regulates: changes state health & safety code, allowing for residences that meet the state definition/standards to need fewer modifications to become "restricted food service establishments." Passed in 199 as AB1258.
- Concerns were expressed about the size/scale of B&Bs and, by extension, farmstays.
- Extensive discussion was held regarding how to enforce/verify whether a farmstay was on a farm, and, by extension, how to define a farm.
 - \$1000 annually was generally felt to be too low of a standard
 - Determining if the site produces ag products as its primary source of income was unclear
- A committee was formed to consider how to define & regulate farmstays in the land use ordinance.
 - The committee will provide a report on Feb 21 prior to the Feb 28 meeting of the work group
 - Committee members are: Anne McMahon, Dick Rogers, Kim Pasciuto, Jamie Krik, Steve Sinton & Michael Isensee

Next Meeting: Tuesday Feb 28 from 6:30 to 8:30

Templeton Sheriff's Substation, N. Main, across from County Agriculture Office

Upcoming Schedule

- March 14 in SLO, 6:30 to 8:30
- March 28

Work Group Homework

- Review minutes
- Review emails regarding formation of committees to address specific various topics
- Come prepared to discuss proposed committee timeline, guidelines, and process

Submitted by Michael Isensee, February 3, 2006